

TRACY ARTS COMMISSION  
MEETING MINUTES  
**September 11, 2018, 7:00 p.m.**

Grand Theatre Center for the Arts, 715 Central Avenue

Chair Dhugga called the meeting to order at 7:01 p.m.

Roll call found Commissioners Bordes, Borges-Soto, Dhugga, Fuller, Lees, Poole, and Sandhu present.

Staff Present: William Wilson, Cultural Arts Manager – Visual Arts

Recorded By: William Wilson, Cultural Arts Manager – Visual Arts

1. ITEMS FROM THE AUDIENCE

None.

2. APPROVAL OF MINUTES FROM THE MEETING ON JULY 10, 2018

**ACTION** Motion by Commissioner Bordes, seconded by Commissioner Borges-Soto to approve the minutes as submitted. Voice vote found all in favor; motion carried 6:0.

3. CONTINUE DISCUSSION OF SUMMER 2018 PROGRAMMING

CAM Wilson advised the purpose of the discussion this evening was for Commissioners to share feedback concerning the 2018 Music & Picnic in the Park – Summer Concert Series. He also advised Staff feedback would be reserved for a later meeting as needed.

Commissioners took turns voicing observations and feedback from the event series.

Positive feedback included:

- featured acts were talented and performed with a great sense of professionalism
- introduction of restaurant food to the events
- Lincoln Park and the Downtown Park Plaza are the best venues for outdoor concerts
- Trinity Productions provided high quality technical services

Critical feedback included:

- concern with splitting audiences with other City events
- poor air quality due to regional fires emitting smoke into the area
- public confusion between the Downtown Block Parties and TAC events
- attendance was inconsistent across the series and poor at the last two events
- talent recruitment needs be more timely and diverse
- concerts should no longer move from park venue to park venue
- event days/times may be difficult for commuters and students to attend

Commissioners continued discussion and questioned the relevance of the concert series in relationship to the mission and values of the Tracy Arts Commission.

Commissioner Dhugga stated this programming was not successful in terms of return-on-investment over the past five years, and suggested the TAC replace the event series and use the resources to create something new and exciting that would be different than the Block Parties. She felt that TAC programming had to hit a mark of attendance in order to gauge success.

Commissioner Lees stated the TAC originally provided programming when no one else did, but that the City has changed as a community city. She no longer supports the summer concerts and suggested that new programming on different days, at different times, and with different target audiences, should be considered.

Commissioner Bordes voiced support for new events that featured local arts and youth that would expose the community to arts in new ways. He suggested weekend arts events, not just music. He also supported ending the summer concert series and instead focusing on one big interdisciplinary event. Commissioner Borders also felt attendance should not be the only measure of success, but rather the ability to educate and expose audiences to the arts.

Commissioner Poole supported the idea of target audiences, suggesting a new combination of music with local performers. She also suggested the inclusion of alcohol and a new Oktoberfest event could be popular.

Commissioners Borges-Soto and Fuller stated they did not want to end the summer concerts, but rather felt it would be better to build from them.

Commissioners agreed to immediately begin a new development process and, at Commissioner Dhugga's request, to bring one-to-three ideas for programming to the meeting on October 9. Commissioners requested a new and standing agenda item to do so, and voiced support for working meetings. Goals are to include a better understanding of the mission and role of the TAC in the community and the development of more meaningful programming in 2019.

4. CORRESPONDENCE

None

5. ITEMS FROM THE COMMISSION

Commissioners each gave brief summaries of their individual activities relating to arts and cultural activities within the past month.

6. ITEMS FROM STAFF

CAM Wilson provided an update for the upcoming, final Downtown Tracy Artwalk of the summer on Saturday, September 22. A meeting of the Ad Hoc Youth Programming Subcommittee was scheduled for Thursday, September 27 at 7:00 p.m. A meeting of the Civic Art Subcommittee was scheduled for Tuesday, October 9 at 6:00 p.m.

7. ITEMS FROM THE AUDIENCE

None.

8. ADJOURNMENT

**ACTION** The meeting was adjourned at 8:32 p.m.

The above agenda was posted at the Tracy City Hall on September 6, 2018. The above are action minutes. Materials distributed to the majority of the Tracy Arts Commission, staff records and/or audio recording is available in the Cultural Arts Division located at 715 Central Avenue.